



*Law Enforcement Real-Time Information Sharing,
Communication and Data Interoperability Network*

Brandon-COPsync LLC • 222 Rosewood Drive Suite 810 Danvers, MA 01923 • (888)702-6776

Position Title: Public Relations Director

Summary:

Responsible for developing/managing all public relations strategies for a nationwide product launch in the law enforcement field. Oversee company's communications department and clarify company's point of view on important issues.

Primary Responsibilities:

- Manage public relations department.
- Evaluate and implement sales promotion programs.
- Develop PR strategies, campaigns, and initiatives to improve public perception of company.
- Prepare and publish newsletters and other company literature.
- Release promotion literature about new products.
- Draft speeches with chief executives.
- Respond to information queries from media and the general public.
- Identify audience for product or service.
- Write press releases and media kits.
- Develop and maintain corporate image and logos.
- Manage company sponsorships.
- Maintain effective working relationships with local and municipal government officials and media representatives.
- Formulate policies and procedures related to public information programs.
- Manage an organization's reputation with the public in general and clients.
- Compile comprehensive information about the company for the media.
- Manage communications budgets.

Requirements:

- Significant experience in media relations and issues management, spokesperson training, strategic marketing alliances, special events, etc.
- Success representing public relations on cross-functional teams developing strategies and tactics for integrated marketing plans
- Experience working with industry analysts to facilitate briefings and educational events
- Experience "translating" technology for varying audiences
- Minimum of three years experience managing a Public Relations agency
- Demonstrated analytical and conceptual problem-solving ability; oral and written communication skills, including presentation skills
- Thorough knowledge of Microsoft Office products

*Please send resume and salary requirements when applying. Competitive benefits included.

Contact Information – cfortier@bacopsync.com